

**Loomis & The Lust "Bright Red Chords" music video airplay report  
through September 2, 2009**

**New Adds:**

**1. Fuse On Demand** New York, NY Part of Fuse's programming geared towards viewers that would like to order the video via their Fuse on Demand service. This is a nationally distributed music video on demand service available to 18 million digital cable homes across the country and is now also available on DIRECTV. The viewer can select from a menu of 75 available videos organized into several categories and watch any or all of them at their convenience. Available for viewing for the month of September.

**2. Xavier University's Brand X** Cincinnati, OH Independent music thrives in college communities, and Xavier University's Brand X is a student-run television program aimed at exposing urban citizens and college students to various types of independent and mainstream music. With a local potential viewership of over 2 million, Xavier University Electronic Media Program, Brand X will syndicate weekly and air daily in 30-minute time slots. Added for September and October.

Sent: Wed, Aug 26, 2009 1:03 pm  
Subject: RE: Hi Alexis!

**Loomis and the Lust. "Bright Red Chords**

Like A Storm "Chemical Infatuation"

LIVAN "Happy Returns"

Obits "Pine On"

Brittany Shane "Pretty In Pink"

A Bad Think "Life Of A Grape"

Metric "Sick Muse" and "Help I'm Alive"

**3. The Bobby T Show** Cumming, GA A multi regional weekly show seen by over 7 million potential viewers in major markets like New York, Los Angeles and Atlanta. This show began in 1979 in Atlanta and has been on the air ever since!

Here are the markets The Bobby T show is seen:

Sunday evenings @ 5pm in Los Angeles on Time Warner Cable TV Network Ch 98, 37 & 3 -

Monday through Friday @ 8pm in Orange, New Jersey on WOTV-35

Monday through Friday on a rotating schedule in Boston, Miami, Seattle, & Chicago

Monday @ 8:30pm and Saturday at 4:30 pm in DeKalb County, GA (Atlanta) on TV-25

Tuesday @ 1pm in Atlanta, GA on People TV Network Ch-24 on Comcast Cable

Tuesday @ 3pm in New York City on Manhattan Neighborhood TV Network

Friday @ 10pm in Birmingham, AL on Bright House Cable TV-4

Saturday and Sunday @ 10pm in Birmingham, AL on Charter Cable TV-18 and TV-24

**4. Indy's Music Channel** Indianapolis IN 675,000 potential viewers on broadcast TV. This channel airs 24 hours a day, 7 days a week. Audience averages 130,000 weekly viewers. This long running video outlet is very influential throughout central Indiana and has a rabid loyal viewership. Week ending 8/8.

Sent: Tue, Aug 18, 2009 10:55 am  
Subject: IMC Video Play List

New Music Spotlights August 1-7, 2009

5 spins per day / 2 days per video

**New Music Spotlight – Loomis & the Lust "Bright Red Chords" Kings of Spain Records**

New Music Spotlight – The Singles "Don't Need Your Love" Sound Artifacts Music

New Music Spotlight – Blitzzen Trapper "Black River Killer" Sub Pop Records

**5. The Review** Minneapolis, MN Reaches over 1.2 million potential viewers throughout the Minneapolis/St. Paul metropolitan area. This 30 minute program airs Mondays at 9:30 p.m., Tuesdays at 3:30 a.m. and 9:30 a.m. The show is seen on Channel 19 on the NWCT and MTN Cable Networks. The Review also airs once a month on the Regional Metro Cable Network. This show features videos, reviews, concert information, and interviews. They also have a retail tie-in with Treehouse Records, a local retailer who has supported the program for over 5 years. Week ending 8/15.

Sent: Sun, Aug 23, 2009 12:24 pm  
Subject: the review playlist

2) **LOOMIS & THE LUST** "BRIGHT RED CHORDS" **KINGS OF SPAIN**  
NEIL NATHAN "DO YA" LIONSGATE  
THE CRYSTAL METHOD f. MATISYAHU "DROWN IN THE KNOW" TINY e/

**6. The Coffee Shop Network (RETAIL POOL)** Los Angeles CA This video content provider services hundreds of mom and pop coffee shops throughout the United States with high quality, music video content on large size flat screen TVs. Added for programming in August.

Sent: Mon, Aug 24, 2009 6:14 pm  
Subject: Re: Recent video programming

UPCOMING TO ROTATION:  
Like A Storm "Chemical Infatuation"  
Della Valle "Legs So Long It's Crazy"  
**Loomis & The Lust "Bright Red Chords"**  
Blitzen Trapper "Black River Killer"  
LIVAN "Happy Returns"  
The Leftovers "Telephone Operator"  
We Were Promised Jetpacks "Roll Up Your Sleeves"  
The Orchid Highway "Sofa Surfer Girl"  
The Singles "Can You Go Out Tonight?"  
The Singles "Don't Need Your Love"  
Elisa Girlando "Another Songbird"

**7. Spike.com** Los Angeles, CA (Formerly iFilm.com) Added to their Internet directory of music videos. To see the video visit ifilm.com, search for and click to view the video. This website features all of the coolest new music videos, movie trailers, a short film channel, an adrenaline channel, video games, and more! iFilm garners on average 10 million unique visitors a month.

**8. A&R Channel** Los Angeles, CA A new video on demand outlet reaching 17 million homes on various On-Demand enabled cable networks. Added for the month of September.

**Existing Adds:**

**9. Music Mix USA** Naples, FL 5 million potential viewers on broadcast weekly. Airls in multiple broadcast markets including: Miami, Ft. Lauderdale, Key West, Gainesville, Panama City, Tallahassee, Sarasota, Ft. Myers, Naples, Valdosta, Dothan, and Ozark, as well as West Palm Beach on NBC! This show airs Saturday and Sunday, and has more than two different time slots. It airs for a half hour on broadcast. Starting in September 2007, Music Mix USA will be seen in Birmingham, St. Louis and DC! Week ending 7/25. Here is Jay's playlist:

Sent: Thu, Jul 30, 2009 5:00 pm  
Subject: Music Mix USA Play Lists - 7/20 & 7/27



Music Mix USA Play List for 07.20.09  
Natasha James – "Tequila Time"  
Clay Dustin – "The Good Lord Loves You"  
Hill Country Revue - "You Can Make It"  
Clutch - "50,000 Unstoppable Watts"  
Andre Carr f/Amos Williams Jr. - "Huff N Puff"  
**Loomis & the Lust – "Bright Red Chords"**  
Artist Vs Poet – "Runaway"

**10. Eye Music Network** Atlanta GA A 24/7 channel via satellite that reaches around 5.2 million households. Eye Music Network was created in response to a perceived need for a broad ranging, reliable, wide variety, and multi-genre video music channel to satisfy the unmet demand of the 18-50 year old audience. Eye Music Network can be seen on Satellite AMC-10, C-Band dish 4DTV on C4 channel 700, from coast to coast, as well as in Missouri through Trust Cable, and in St. John, St. Thomas, and St. Croix through Choice Cable Communication. From the golden oldies through the 70's, 80's and 90's along with the pulsating, compelling beats of today's rock, pop, alternative, rap, salsa, reggaeton and more! EMN™ has listened to the viewers and created a true music video entertainment channel. Added for July.

**11. California Music Channel** Oakland, CA CMC is one of the longest running and most successful local music video services in the country. California Music Channel, launched March 1, 1982, is broadcast live Monday through Friday from 4:00 to 5:00 p.m. and on Saturday night from 12:30 to 1:00 a.m. on KTSF-TV Channel 26 and Digital 26.1& 26.2 San Francisco. This outlet has a viewership of 450,000 potential viewers throughout the Bay area. Added for August.

**12. Music Video 8** San Francisco CA 1 million potential viewers on cable in the San Francisco bay area . The show airs on Friday at 1:30am for one hour on cable. Week ending 8/22.  
Here is Alex's playlist:

82209  
dinosaur jr over it jagaguwar  
**loomis and the lust bright red chords kings of spain**  
moby pale horses mute  
polly scattergood please don't touch mute  
tiny master of today pop chart mute  
mob shot ing the back of the head mute

**13. Video Jam** Worcester MA Video Jam is a multi-market program that has 2.5 million potential viewers in seven different states, including Massachusetts, Connecticut, New Hampshire, Georgia, Southern California, North Dakota, and Iowa. This show airs in various time slots around the clock for each market. Week ending 8/8. Video Jam airs in the following cities:  
- In Massachusetts, Worcester, on Charter Communications WCCA TV Channel 13 to 57,000 households; Medfield, Hudson, Stowe, Ashburnham, Ashby, Westminster, and Townsend, on Comcast Cable channel 8 for 25,000 households; Amherst on Comcast channel 12 for 7,500 households; Spencer, on Charter Communications Channel 11 for 8,000 households  
- In California, Berkeley on Comcast channel 25 digital cable for 20,000 households  
- In New Hampshire, Londonderry on Adelphia Channel 20 for 8,000-100,000 households  
- In Connecticut, New Haven, West Haven, Hamden, on Comcast Channel 27 digital cable for 182,000 households  
- In Georgia, Atlanta on Channel 24 for 90,000 households  
- In North Dakota, Fargo on channel 12 for 30,000 households. Airts Tuesdays and Saturdays at 10pm.  
- In Iowa, Demoinas at Drake University on Channel 7 for 3,000 students. Airts Saturday at 7:30pm.

Sent: Wed, Aug 5, 2009 2:29 pm

Subject: VIDEO JAM PLAYLIST 560 FOR AUGU 7, 2009

\*VideoJam Playlist # 560 \*

Premieres Friday, \*August 7, 2009 \*

(Airs first: Fridays at 9pm, Saturdays at 7pm, Sundays at 12 midnite

We Were Promised Jet Packs /Roll Up Your Sleeves/ FatCat

Elisa Girlando/Another Songbird/ Hit Play

The Leftovers/Telephone Operator /Crappy Records

**Loomis and the Lust/Bright Red Chords/Kings of Spain**

The Singles/Can You Go Out Tonight and Don't Need Your Love/Sound Artifacts

Scripts and Screwz/Brick/The V.E. Co.

American Idol Contestant Ayla Brown LIVE performance at Elm Park in Worcester

**14. VME Media** Las Vegas, NV Retail Pool which provides content to major electronic stores, restaurants, hotels, nightclubs and other retail outlets in California and Nevada. Included on the Pulse TV Network. This network has 24 hours of commercial free music seen by over 5 million viewers every month.

**15. VidDream** Wilmington, DE VidDream has increased its reach dramatically and has 2.3 million potential viewers. VidDream is now seen in Delaware, Baltimore and Philadelphia on Channel 28. VidDream is also seen in Bucks County, PA and select markets throughout New Jersey on Comcast Cable on varying channels. The show airs on Friday nights at 9:30pm for one hour, and is also available on DBS Satellite, available on DIRECTV and Dish Network. VidDream is now also seen in San Francisco on a weekly basis on Channel 29. This adds another 1.7 million viewers to VidDream's already large viewer base. Week ending 8/8.

**16. SacXtra** Sacramento CA Airls on Comcast cable and has over 700,000 potential viewers throughout Sacramento and the Bay Area. Airls the first Saturday of each month at midnight on channel 18. Added for the month of August.  
Here is Phillip's e-mail:

Sent: Thu, Jul 30, 2009 4:47 pm

Subject: Sacxtra! TV - Showlist for August 2009

Sacxtra! TV

Episode: Fascist Propaganda

Les Claypool - Red State Girl

Les Claypool - Bonesville Stomp

Evergreen Terrace - Cheney Can't Quite

Riff Like the Helmet's Page Hamilton

Tinu - Wild Things

Unit 7 - Pussycat Rag

Leatherwolf - Dr. Wicked

Icon the Group - Sexy And Hood

Between The Trees - We Can Try

Ex Deo - Romulus

**Loomis & The Lust - Bright Red Chords**

Like A Storm - Chemical Infatuation

Livian - Happy Returns

Sonic Syndicate - Contradiction

Swashbuckle - Cruiseship Terror



20. JBTW Chicago IL JBTW has 5 million potential viewers on broadcast TV all over the Chicago area. Weeka ending 7/12 and 8/1. This is the most influential add in the Midwest and a tremendous boost for the campaign that JBTW has added the video. JBTW is a one hour show that airs on broadcast Channel WEDE Ch34 (from Sears Tower) every Wednesday night at 11pm, as well as Thursday nights at 8pm on Cable 25, Sunday nights at 12 midnight, Monday nights at 11:30pm and Wednesday nights at 9PM. JBTW also broadcasts on full power UHF WJYS Channel 62. In addition to all of JBTW's regular time slots, episodes of the show air in open time slots on WJYS from midnight to 4am 7 days a week. This is a very big add and JBTW has a large viewership in Chicago and the surrounding communities.

THE MAIN DRAG "A Jagged Gorgeous Winter"  
METRIC "SICK MUSE"  
METRIC "HELP I'M ALIVE"  
ESSER "I LOVE YOU"  
ESSER "SATIFIED"  
RIVERBOAT GAMBLERS "A CHOPPY, YET SINCERE"  
ESSER "Headlock"  
ESSER "WORK IT OUT"  
CAVASHAWN "KEEP THE LIGHT ON"  
ENDLESS HALLWAY "SOLVENCY"  
THE SINGLES "DON'T NEED YOUR LOVE"  
RUTH "Back To the Five"  
BLACK JOE LEWIS & THE HONEYBREARS "Sugarfoot"  
LOOMIS & THE LUST "Bright Red Chords"

Sent: Sat, Jul 11, 2009 10:56 pm  
Subject: JBTW Show # 3,592 Playlist

THE LEFTOVERS "Telephone Operator"  
RIVERBOAT GAMBLERS "A Choppy, Yet Sincere"  
EVERLAST "Folsom Prison Blues"  
BIG "B" "Sinner"  
HED PE "Renegade"  
KOTTONMOUTH KINGS "Where I'm Going"  
UNWRITTEN LAW "Shoulda Known Better"  
KOTTONMOUTH KINGS f/Cypress Hill "Put it Down"  
LOOMIS & THE LUST "Bright Red Chords"  
POP EVIL "3 Seconds to Freedom" JBTW Live HD Soundstage EXCLUSIVE  
KOTTONMOUTH KINGS "City to City"  
KOTTONMOUTH KINGS "Living Proof"  
BIG "B" "White Trash Life"  
PLUSHGUN "Let Me Kiss You Now (And I'll fade Away)"  
KOTTONMOUTH KINGS "Everybody Move"

21. Alternative Currents Omaha, NE 575,000 potential viewers. This is a 30 minute music television program based out of Omaha, Nebraska. The program airs every Thursday at 9:30pm on Cox Digital Channel 109. The video show has no limits to the types of music it airs. Added for July and August.

Sent: Fri, Jul 24, 2009 1:05 pm  
Subject: ALTERNATIVE CURRENTS PLAYLIST FOR 7/23, 7/25, 7/30, 8/1

Hello Andy. THANK YOU SO MUCH FOR AUTOGRAPHED CD'S! Thank you for taking the time and thinking about us here in Omaha! DUDE! Here is ALTERNATIVE CURRENTS playlists for 7/23, 7/25, 7/30 & 8/1:

[add] LIKE A STORM "Chemical Infatuation"

[add] BLITZEN TRAPPER "Black River Killer"  
 [add] WE WERE PROMISED JETPACKS "Roll Up Your Sleeves"  
 [add] LOOMIS & THE LUST "Bright Red Chords"  
 [add] HOLLY WILLIAMS "Keep The Change"

**22. In Store Sports Network/MediaPlace (RETAIL POOL)** Added to their August Harley Davidson September Foot Locker reel. Outlets serviced include Foot Locker (1500 locations), Champs Sports (550 locations), Footaction (375 locations) and Harley-Davidson (300 dealerships).

**23. allmusic** (Internet) Ann Arbor, MI The allmusic website was created in 1995 as a place for music fans to indulge their passion. By word-of-mouth alone, the allmusic website has gained phenomenal popularity, developing a large and loyal following among consumers and industry professionals alike. The video has been added to allmusic's internet directory of music videos powered by SingingFool.com. To view Loomis & The Lust's clip, visit [www.allmusic.com](http://www.allmusic.com) and click on the Music Videos link on the Site Menu and search "Bright Red Chords".

**24. Channel M** Los Angeles CA (RETAIL POOL) In operation since 1989, Channel M represents the new non-traditional media, this is a huge add because Channel M is now the world's largest supplier of in-store video entertainment programming. Channel M's reels are seen in over 20,000 locations nationwide in a web that encompasses fashion retail, entertainment software, electronics retailers and hospitality/restaurants. Some of the outlets that are serviced by this retail pool include Nordstrom, Blockbuster Video, Steve Madden, Journeys, Ecko, EB Games, Hastings, Fox & Hound, Game Crazy, and other teen hangouts that cater directing the 12-17 demographic. The reel plays multiple times per day, seven days a week. Added for the month of September.

Channel M  
 Adam 8\*1\*2 "Mystery Girl" September Bounce  
 Adam 8\*1\*2 "Poison" September Bounce  
 Israel Houghton "Just Wanna Say" September Bounce  
 Black Joe Lewis & The Honeybears "Sugarfoot" Street Sounds  
 The Orchid Highway "Sofa Surfer Girl" September Pop Scene  
 The Leftovers "Telephone Operator" September Pop Scene  
**Loomis & The Lust "Bright Red Chords" September Pop Scene**  
 Blitzen Trapper "Black River Killer" September Mix, Heartland

**25. Music City Arts Nashville** Nashville, TN Channel 9 on Comcast cable. MCAtv can be seen widely throughout Davidson County and is available in 65% of the homes throughout Nashville and the surrounding metropolitan area. In rotation throughout July.

**26. SingingFool.com** Haddon Heights, NJ (Internet) Added to their Internet directory of free music videos. This site features pop, rock, hip-hop, dance, country, and Latin music videos. This site features major label as well as independent artists. In December 2006, Singingfool reached over 1.5 million US unique visitors who played over 6.4 million music videos. This site is in the Top 5 streaming video sites, and currently powers music videos on other sites such as Allmusic.com, Starpulse.com, Entercom Communications (owner of over 100 radio stations), and others. To see the video visit [www.SingingFool.com](http://www.SingingFool.com), search for Loomis & The Lust and click "Bright Red Chords" to view the video.

**27. Billboard.com** New York NY Through our relationship with SingingFool.com, the video is available at Billboard.com. This exposure leads to tens of thousands of impressions!

**28. 9:30 Club (NIGHTCLUB)** Washington DC Dave Rubin has been "spinning" the video and the clip is in regular rotation. Weeks ending 7/18, 7/25, 8/1, 8/8, 8/15, 8/22, and 8/29.



**29. ScreenPlay** Seattle WA (RETAIL POOL) Screenplay services music video reels which go to over 25,000 prominent retailers, nightclubs and restaurants in the U.S. and Canada, including Macys, Ikea, Rentway and Goltshalcks. This in-store airplay and nightlife exposure leads over 300 million impressions a month! Added to the Nightlife reel.

**30. Power Play Music TV** Newark NJ Power Play has 17.8 million potential viewers on broadcast and cable TV in over 40 states. Weeks ending 7/18, 7/25, 8/1, 8/8, 8/15, 8/22, and 8/29. This is the most influential multi-regional program in the country. Airs in multiple time day and night parts on 37 different broadcast systems and cable carriers throughout the US, including Comcast, Cablevision and UATV, which services military bases all across the country.

Kristin – The promotion has so far secured some great new and sustained airplay. We are confident that programmers will continue to sing their praises for the "Bright Red Chords" music video in these final weeks of the promotion. Please don't hesitate to get in touch with us here at HIP if you have any questions about this report or the campaign in general. Thanks so much for your cooperation and support.

All the best,

Andy  
HIP Video Promo  
(732)-613-1779  
[www.HIPVideoPromo.com](http://www.HIPVideoPromo.com)

Loomis & The Lust		"Bright Red Chords"		September 2 2009	
OUTLET	LOCATION	FORMAT	TYPE	DESCRIPTION	REPORT
New Adds:					
Fuse On Demand	New York, NY	All	Multi-Market	Viewers can choose videos based on their own preferences	Available for viewing for the month of September Added for September and October
Xavier University's Brand X	Cincinnati, OH	All	Regional	With a local potential viewership of over 2 million	
The Bobby T Show	Birmingham, AL	Pop	Multi-market	Weekly show with 6 million potential viewers in major markets like NY, LA and Atlanta	Week ending 8/8 Week ending 8/15
Indy's Music Channel	Indianapolis, IN	All	Regional	24/7 broadcasting, very influential throughout Indiana	
The Review	Minneapolis, MN	All	Regional	Over 1.2 million potential viewers in the Minneapolis/St. Paul metropolitan area	Added for programming in August Added to their Internet directory Added for the month of September
The Coffee Shop Network	Los Angeles CA	All	Retail Pool	Serves hundreds of mom and pop coffee shops throughout the United States	
Spike.com	Los Angeles, CA	All	Internet	Internet directory of music videos	
A&R Channel	Ventura, CA	Rock	On Demand	Music videos voted to television, reaches 10 million subscribers	
Existing Adds:					
Music Mix USA	Naples, FL	All	Regional	5 million potential viewers on broadcast weekly	Week ending 7/25
Eye Music Network	Atlanta, GA	All	Multi-Market	A 24/7 channel via satellite that reaches around 5.2 million households	Added for July
California Music Channel	Oakland, CA	Rock/Indie	Regional	Popular San Francisco based local music channel (est. 1982)	Added for August
Music Video 8	San Francisco, CA	All	Regional	1 million potential viewers on cable	Week ending 8/22
Video Jam	Worcester, MA	Rock	Multi-Market	Over 2.5 million potential viewers in NJ, MA, GA, CT and CA	Week ending 8/8
VME Media	Las Vegas, NV	All	Retail Pool	Provides content to electronic stores, restaurants, hotels, nightclubs etc in CA and NV	Added to reel
VidDream	Wilmington, DE	All	Regional	2.3 million potential viewers in Delaware, Baltimore and Philadelphia	Week ending 8/8
SacXtra	Sacramento, CA	Rock	Regional	Over 700,000 potential viewers on Comcast cable	Added for August
Class A TV	Jamaica, NY	Alternative	Regional	Weekly music video show on cable	Week ending 7/25
Evision/ Billboard DJ	Studio City, CA	All	Retail Pool	Wet Seal, Arden B, Southern California area nightclubs	Added for August
MTV Latin America	Miami, FL	All	National	35 million potential viewers in US and 17 Latin American Countries	Added for August
JBTv	Chicago, IL	All	Regional	#1 Midwest outlet, 5 million potential viewers on broadcast	Week ending 7/12
Alternative Currents	Omaha, NE	All	Regional	575,000 potential viewers	Added for July and August
In Store Sports Network	Pittsburgh, PA	All	Retail Pool	2400 Footlocker, Champs and Footaction outlets serviced	Added for August
Allmusic.com	Ann Arbor, MI	All	Internet	Added to allmusic's internet directory of music videos powered by SingingFool.com	Added to internet database
Channel M	Los Angeles, CA	All	Retail Pool	350 video arcades, catering to the the 12-17 demographic	Added to September
SingingFool.com	Haddon Heights, NJ	All	Internet	Added to internet database of music videos	Added to internet database
Billboard.com	New York, NY	All	Internet	Added to internet database of music videos	Added to internet database
9:30 Club	Washington, DC	Dance/Rock	Club	Music and nightlife venue showcases music videos on screens throughout the bar nightly	Weeks ending 7/18 and 7/25
ScreenPlay	Seattle, WA	All	Retail Pool	Serves over 25,000 retail outlets (macy's, ikea, rentway, etc.)	Added to nightlife reel
Power Play Music TV	Newark, NJ	All	Multi-Market	17.8 million potential viewers on broadcast and cable TV in over 40 states	Weeks ending 7/18 and 7/25



EXHIBIT “32”  
VIDEO AIRPLAY REPORT

**Movit, Jeffrey**

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**From:** Edgar Pease <edgarpease@gmail.com>  
**Sent:** Sunday, August 25, 2013 3:14 PM  
**To:** Movit, Jeffrey  
**Subject:** Fwd: FW: Final Loomis & The Lust <sup>3</sup>Bright Red Chords<sup>2</sup> music video airplay report through October 2, 2009  
**Attachments:** Loomis and the Lust 10 2 09.xls; Loomis & The Lust 10 2 09.doc

Please see attached.

----- Forwarded message -----

**From:** Will Loomis <willloomis@gmail.com>  
**Date:** Sun, Aug 25, 2013 at 12:40 PM  
**Subject:** Fwd: FW: Final Loomis & The Lust <sup>3</sup>Bright Red Chords<sup>2</sup> music video airplay report through October 2, 2009  
**To:** Edgar Pease <EdgarPease@gmail.com>

----- Forwarded message -----

**From:** Will Loomis <willloomis@gmail.com>  
**Date:** Thu, Mar 14, 2013 at 11:12 AM  
**Subject:** Fwd: FW: Final Loomis & The Lust <sup>3</sup>Bright Red Chords<sup>2</sup> music video airplay report through October 2, 2009  
**To:** Ian Gibson <igibson@onellp.com>

----- Forwarded message -----

**From:** Kristin Loomis <ksloomis@gmail.com>  
**Date:** Thu, Mar 14, 2013 at 11:00 AM  
**Subject:** FW: Final Loomis & The Lust <sup>3</sup>Bright Red Chords<sup>2</sup> music video airplay report through October 2, 2009  
**To:** Will Loomis <willloomis@gmail.com>

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**From:** <hipvideo@aol.com>  
**Date:** Friday, October 2, 2009 11:18 AM  
**To:** Kristin Loomis <ksloomis@gmail.com>  
**Subject:** Final Loomis & The Lust "Bright Red Chords" music video airplay report through October 2, 2009

Kristin,

**Exhibit 32**

K. Loomis

8/26/13

reporter: nikki roy

CSR No. 3052



Attached is the final Loomis & The Lust "Bright Red Chords" music video airplay report through October 2, 2009. The promotion has crossed the finish line with an excellent amount of support and momentum behind it, coming in with a total of **thirty seven adds!** The clip has become quite a buzz worthy piece of eye-candy for music fans nationwide. In these past couple of weeks, we were happy to see the amount of airplay the clip has been securing from seven high profile regional outlets that have jumped in last minute to show their support for "Bright Red Chords", not to mention the programming love we are anticipating from MTV on one of their many programming platforms! Please note we have included an Excel report for an easy-to-read, brief synopsis of all the video airplay we have secured throughout the entire promotion.

Although we started your campaign in the beginning of July, we wanted to extend the promotion an extra month to assure you that we have secured the maximum amount of new and sustained airplay for the "Bright Red Chords" video. It was our pleasure to put in the extra effort required to squeeze every bit of exposure out of the promotions as humanly possible! There are a number of regional programmers and college outlets that were airing repeat episodes or had put a halt to their programming altogether for the summer, and we wanted to make sure that when they started up again, they had the Loomis & The Lust "Bright Red Chords" video on hand, ready for airplay. We're happy to report that a number of these outlets have confirmed airplay throughout the month of September for the "Bright Red Chords" video, providing us with the last minute airplay Loomis & The Lust deserves. We truly appreciate your patience and enthusiasm throughout the campaign, and rest assured that the next time around that we promote a new video from you, our programmers will have already embraced this fun-loving, compelling band, and it will be all that much easier to secure the exposure and attention any up and coming band covets.

We are excited to let you know that the "Bright Red Chords" video has been accepted for programming over at MTV. Once we ascertain what programming platforms they will be using it on (MTVu, MTV2, etc.), we will be sure to let you know. Obviously, this is a terrific coup for the video, and an excellent cap on an already-successful campaign. We can't imagine a more deserving young band to earn these accolades! Again, once our contacts inform us of the specific programming, we will be sure to reach out and let you know.

Before we actually get to the final report, we wanted to alert you that both the Loomis & The Lust *HIP Clip* and "Bright Red Chords" music video have been experiencing a great amount of face time on our YouTube page recently. The *HIP Clip* has enjoyed 584 views thus far, and "Bright Red Chords" music video has continued to connect with eyeballs on our page, raking up a total of 198 views. The amount of attention the two clips have been receiving are certainly helping to keep the level of exposure for Loomis & The Lust at a maximum. There's no doubt that the buzz surrounding this great band will continue to grow and no doubt be deafening by year's end.

We also wanted to let you know that we have been writing about Loomis & The Lust on our HIP Video Promo Blog! The entry is from September 22<sup>nd</sup> and talks about the band's upcoming tours throughout the U.S. We are happy to do everything in our power to draw attention to such a deserving band like Loomis & The Lust. Here is the link to the article we posted: <http://hipvideopromo.blogspot.com/2009/09/loomis-and-lust-roam-us.html>. Check it out when you get a chance and let us know what you think!

As far as airplay is concerned, the "Bright Red Chords" clip had no problem in securing last minute airplay from three heavy-hitting outlets from different regions of the country. First, we have R n R TV on the east coast. This outlet reaches 1.1 million potential viewers on cable in Baltimore, Annapolis, and a number of other markets all across the state of Maryland. R n R TV also airs in Fall River, MA for 35,000 potential viewers, and is now a part of the UNC-Charlotte television lineup as well, which airs to another 350,000 potential households in North Carolina. In the Midwest, The Otherside has confirmed airplay for the video. This video show airs to 3 million viewers on cable in the Chicago metropolitan area. Videology has confirmed airplay for the video as well. This regional outlet caters to the music video needs of 40,000 viewers at the University of Missouri. In addition, Videology can be viewed at local clubs as well, giving music fans the extra opportunity to catch the "Bright Red Chords" music video. Lastly, on the west coast, Video Vision has jumped in last minute to provide the clip with some programming love. Video Vision connects with 214,600 households, approximately 450,000 viewers, in San Francisco.

The online music video community has continued to show its support for the Loomis & The Lust. XYZMP3.com has taken on the video. XYZMP3.com is a unique Web site in that they digitally distribute videos for free directly to cell phones and various other media players. This is a huge plus for the campaign since "Bright Red Chords" will always be on hand for viewing whenever one chooses. We also have [e360live.com](http://e360live.com) coming to the table for Loomis & The Lust. This new website, going by their motto "see the music", has videos from all genres available for streaming on their main page and also has videos available to browse by genre, style, or artist. The site also has interviews, features, and related music news. This up and coming music site is fast becoming a popular destination for videos on the web, making it a helpful addition to the campaign. Lastly, we have Roxwel including the video to their internet directory of music videos. Internet users can log onto Roxwel.com and easily search for the video that features rock, indie and metal videos, as well as original video blogs and artist interviews.

Though the promotion for "Bright Red Chords" has come to an "official" end, we are confident that there's plenty more in store for Loomis & The Lust. The video has captured tons of incredible airplay from a number of high profile outlets, and we are thrilled that the promotion has brought on a number of amazing opportunities for the video to connect with millions of music fans nationwide. Thanks so much for allowing us to be a part of your musical world; it is very much appreciated.



Kristin – This promotion has been a blast to be a part of and we can't thank you enough for all of your cooperation. The Loomis & The Lust music video has become a force to be reckoned with in the music video landscape. The amount of exposure both the band and the clip has enjoyed in the past couple of months has been quite the feat, and definitely much deserved. In the event that the "Bright Red Chords" video secures more new or sustained airplay in the weeks ahead, we'll be sure to send over an extra airplay report to you. We look forward to what's in store for Loomis & The Lust in the future and wish everyone the best of luck moving forward. Please, if you have any questions or concerns about this report or the campaign in general, don't hesitate to get in touch.

All the best,  
Andy  
HIP Video Promo  
(732)-613-1779  
[www.HIPVideoPromo.com](http://www.HIPVideoPromo.com)

--  
Edgar B. Pease III, Esq.

LAW OFFICES OF EDGAR B. PEASE III, 16255 Ventura Blvd., Suite 704, Encino, CA 91436, Telephone: (818) 981-2200; Facsimile: (818) 981-2201

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October 2, 2009

Kristin,

Here is the final Loomis & The Lust "Bright Red Chords" music video airplay report through October 2, 2009. The promotion has crossed the finish line with an excellent amount of support and momentum behind it, coming in with a total of **thirty seven adds!** The clip has become quite a buzz worthy piece of eye-candy for music fans nationwide. In these past couple of weeks, we were happy to see the amount of airplay the clip has been securing from seven high profile regional outlets that have jumped in last minute to show their support for "Bright Red Chords", not to mention the programming love we are anticipating from MTV on one of their many programming platforms! Please note we have included an Excel report for an easy-to-read, brief synopsis of all the video airplay we have secured throughout the entire promotion.

Although we started your campaign in the beginning of July, we wanted to extend the promotion an extra month to assure you that we have secured the maximum amount of new and sustained airplay for the "Bright Red Chords" video. It was our pleasure to put in the extra effort required to squeeze every bit of exposure out of the promotions as humanly possible! There are a number of regional programmers and college outlets that were airing repeat episodes or had put a halt to their programming altogether for the summer, and we wanted to make sure that when they started up again, they had the Loomis & The Lust "Bright Red Chords" video on hand, ready for airplay. We're happy to report that a number of these outlets have confirmed airplay throughout the month of September for the "Bright Red Chords" video, providing us with the last minute airplay Loomis & The Lust deserves. We truly appreciate your patience and enthusiasm throughout the campaign, and rest assured that the next time around that we promote a new video from you, our programmers will have already embraced this fun-loving, compelling band, and it will be all that much easier to secure the exposure and attention any up and coming band covets.

We are excited to let you know that the "Bright Red Chords" video has been accepted for programming over at MTV. Once we ascertain what programming platforms they will be using it on (MTVu, MTV2, etc.), we will be sure to let you know. Obviously, this is a terrific coup for the video, and an excellent cap on an already-successful campaign. We can't imagine a more deserving young band to earn these accolades! Again, once our contacts inform us of the specific programming, we will be sure to reach out and let you know.

Before we actually get to the final report, we wanted to alert you that both the Loomis & The Lust *HIP Clip* and "Bright Red Chords" music video have been experiencing a great amount of face time on our YouTube page recently. The *HIP Clip* has enjoyed 584 views thus far, and "Bright Red Chords" music video has continued to connect with eyeballs on our page, raking up a total of 198 views. The amount of attention the two clips have been receiving are certainly helping to keep the level of exposure for Loomis & The Lust at a maximum. There's no doubt that the buzz surrounding this great band will continue to grow and no doubt be deafening by year's end.

We also wanted to let you know that we have been writing about Loomis & The Lust on our HIP Video Promo Blog! The entry is from September 22<sup>nd</sup> and talks about the band's upcoming tours throughout the U.S. We are happy to do everything in our power to draw attention to such a deserving band like Loomis & The Lust. Here is the link to the article we posted: <http://hipvideopromo.blogspot.com/2009/09/loomis-and-lust-roam-us.html>. Check it out when you get a chance and let us know what you think!

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**Loomis & The Lust "Bright Red Chords" music video airplay report through  
October 2, 2009**

**New Adds:**

**1. The Otherside** Chicago, IL 3 million potential viewers on cable in the Chicago metro area. The Other Side is the sister show to Rock Hard Video, and features more indie rock artists. The Other Side can be seen at 9:00 PM Saturdays and Sundays. Rock Hard Video airs on Channel 35 on Sundays at 8:30 PM and on Channel 19 Fridays at 6:00 PM and Sundays at 1:00 PM. Weeks ending 8/31 and 9/5.

Sent: Fri, Sep 4, 2009 1:09 am

Subject: Playlists - Rock Hard Video/The Otherside - Chicago

The Otherside 2009-18

scheduled August 28, 2009 from 7:00 PM to 8:00 PM

scheduled September 4, 2009 from 7:00 PM to 8:00 PM

Black Joe Lewis And The Honey Bears "Sugarfoot" Tell 'em What Your Name Is Lost Highway Records

Chairlift "Bruises" Does You Inspire You Columbia Records

Della Valle "Legs So Long It's Crazy" Legs So Long It's Crazy Rock-a-stache Records

LA Tool And Die "Don't Touch My Mustache" Don't Touch My Mustache Unchikun Records 2.56

**Loomis And The Lust "Bright Red Chords" Nagasha Kings Of Spain Records 2.40**

Kings Of Leon "Notion" Only By The Night RCA Records 3.03

Killswitch Engage "Starting Over" Killswitch Engage Roadrunner Records

Heaven & Hell "Black Bible" The Devil You Know Rhino Records

Mams Taylor "Girl Gotta Girlfriend" Girl Gotta Girlfriend Premiere League Records

Drop Dead Gorgeous "Two Birds, One Stone" The Hot 'N Heavy Fontana/Suretone Records 3.15

Criteria "Prevent The World" When We Break Saddle Creek Records 2.45

Cage "I Never Knew You" Depart From Me Definitive Jux Records

Major Lazer "Hold The Line" Guns Don't Kill People...Lasers Do Downtown Records

The Sights "Circus" The Sights New Line Records



**2. Video Vision** San Francisco CA 214,600 potential households (450,000 potential viewers) on cable. The show is seen every week on Sunday night at 11pm on Channel 29, 1/2 hour. Here is Catherine's playlist:

FEVER RAY TRIANGLE WALKS MUTE 3 Video Vision 32 8/9/2009

LIVAN HAPPY RETURNS PUMPKIN MUSIC 2 VideoHIVE 36 9/5/2009

**LOOMIS & THE LUST BRIGHT RED CHORDS** KINGS OF SPAIN RECORDS 8 VideoHIVE 36 9/5/2009

**3. Roxwel** Austin, TX (Internet) Added to their internet directory of videos. Internet users can log onto Roxwel.com and search for the video. This site features Rock, Indie and Metal videos as well as original video blogs and artist interviews.

**4. R n R TV** Baltimore MD 1.1 million potential viewers on cable. RnR TV is seen on Comcast in Baltimore, Annapolis, Anne Arundel and Hartford Counties, and in surrounding communities. RnR TV also airs in Fall River, MA for 35,000 potential viewers, and is also now a part of the UNC-Charlotte television lineup which airs Saturday and Sunday nights at 11pm on Time Warner Cable channel 22 which adds another 350,000 potential households to RnR's viewership in Mecklenburg, Iredell, and Union Counties in North Carolina. Week ending 9/5. Here is Chris' playlist:

Sent: Thursday, September 3, 2009 9:41:03 PM  
Subject: RNRTV#248

Here is this weeks play list,#248.

**1.Loomis & The Lust-Bright Red Chords**

- 2.The Singles-Can You Go out Tonight
- 3.Boys like Girls-Love Drunk
- 4.The Gossip-Heavy Cross
- 5.Girl Meet Girl-You Burn My Heart Up
- 6.Brandon Rogers-Joy
- 7.Girl In A Coma-El Monte
- 8.Chuck Mead-I Wish It Was Friday
- 9.Black Joe Lewis & The Honeybears-Sugarfoot
- 10.Livan-Happy Returns
- 11.Sister Sin-On Parole + Interview
- 12.Kutless-To Know That You're Alone
- 13.Since October-Guilty
- 14.Suicide Silence-Bludgeoned
- 15.Swashbuckle-Cruiseship Terror

**5. e360live.com** (Internet) This new website, going by their motto "see the music", has Rock, Pop, R&B, Country, Hip Hop, and Dance videos available for streaming on their main page and also has videos available to browse by genre, style, or artist. The site also has interviews, features, and related music news.

**6. Videology** Columbia, MO Columbia, MO 40,000 potential viewers at the University of Missouri! VIDEOLOGY is programmed & hosted by the old tour manager from the Flaming Lips and is on their Cable Access TV & in the local clubs! The club show is monthly and is on the first Saturday of every month in addition also VJ's some of the bigger sold out shows at The Blue Note. The club show consists of several large movie screens, projectors, and multiple TV screens around the club and plays host to some of the best underground music videos ever made! The club show can have anywhere from 250 to 1000 people over the course of the evening. The Cable access version of the show has a potential of 40,000 viewers and is on Mediacom Cable and Charter Cable there in Columbia and surrounding area. "VIDEOLOGY" is on 6 times a week

and scheduled as follows: Sunday at 11pm, Monday & Wed.at 10pm, Thursday at 11PM, Saturday at 11am, and Saturday at 11pm. Added for the month of October.

Sent: Tue, Sep 29, 2009 1:51 pm  
Subject: RE: Recent video programming

Adds:

A Bad Think "Life Of A Grape"  
Aeroplane Pageant "Stars Still Pretty"  
Big D and the Kids Table "Fluent In Stroll"  
Blitzen Trapper "Black River Killer "  
Brittany Shane "Pretty In Pink"  
Candi Lynn "Hey Gurl"  
Fever Ray "Triangle Walks"  
Five Times August "Better With You"  
HEALTH "Die Slow"  
**Loomis & The Lust "Bright Red Chords"**  
Metric "Help I'm Alive"  
Metric "Sick Muse"  
Neil Nathan "Do Ya"  
Obits "Pine On"  
Pearl Jam "The Fixer"  
The Orchid Highway "Sofa Surfer Girl"  
The Leftovers "Telephone Operator"

**7. XYZMP3.com** (Internet) XYZMP3 is a digital distribution and e-commerce platform that delivers music media (Audio and Video) through its various media players. Currently the application is providing video distribution direct to cell phone via streaming media. The service is free for all users to view and you need a fully web compliant mobile phone that plays files in the 3G format. Visit XYZ at <http://www.xyzmp3.com> and <http://www.xyzmobi.com>

**Existing Adds:**

**8. Fuse On Demand** New York, NY Part of Fuse's programming geared towards viewers that would like to order the video via their Fuse on Demand service. This is a nationally distributed music video on demand service available to 18 million digital cable homes across the country and is now also available on DIRECTV. The viewer can select from a menu of 75 available videos organized into several categories and watch any or all of them at their convenience. Available for viewing for the month of September.

**9. Xavier University's Brand X** Cincinnati, OH Independent music thrives in college communities, and Xavier University's Brand X is a student-run television program aimed at exposing urban citizens and college students to various types of independent and mainstream music. With a local potential viewership of over 2 million, Xavier University Electronic Media Program, Brand X will syndicate weekly and air daily in 30-minute time slots. Added for September and October.

Sent: Wed, Aug 26, 2009 1:03 pm  
Subject: RE: Hi Alexis!

**Loomis and the Lust. "Bright Red Chords"**  
Like A Storm "Chemical Infatuation"  
LIVAN "Happy Returns"  
Obits "Pine On"  
Brittany Shane "Pretty In Pink"  
A Bad Think "Life Of A Grape"



Metric "Sick Muse" and "Help I'm Alive"

**10. The Bobby T Show** Cumming, GA A multi regional weekly show seen by over 7 million potential viewers in major markets like New York, Los Angeles and Atlanta. This show began in 1979 in Atlanta and has been on the air ever since!

Here are the markets The Bobby T show is seen:

Sunday evenings @ 5pm in Los Angeles on Time Warner Cable TV Network Ch 98, 37 & 3 -

Monday through Friday @ 8pm in Orange, New Jersey on WOTV-35

Monday through Friday on a rotating schedule in Boston, Miami, Seattle, & Chicago

Monday @ 8:30pm and Saturday at 4:30 pm in DeKalb County, GA (Atlanta) on TV-25

Tuesday @ 1pm in Atlanta, GA on People TV Network Ch-24 on Comcast Cable

Tuesday @ 3pm in New York City on Manhattan Neighborhood TV Network

Friday @ 10pm in Birmingham, AL on Bright House Cable TV-4

Saturday and Sunday @ 10pm in Birmingham, AL on Charter Cable TV-18 and TV-24

**11. Indy's Music Channel** Indianapolis IN 675,000 potential viewers on broadcast TV. This channel airs 24 hours a day, 7 days a week. Audience averages 130,000 weekly viewers. This long running video outlet is very influential throughout central Indiana and has a rabid loyal viewership. Week ending 8/8.

Sent: Tue, Aug 18, 2009 10:55 am

Subject: IMC Video Play List

New Music Spotlights August 1-7, 2009

5 spins per day / 2 days per video

**New Music Spotlight – Loomis & the Lust "Bright Red Chords" Kings of Spain Records**

New Music Spotlight – The Singles "Don't Need Your Love" Sound Artifacts Music

New Music Spotlight – Blitzen Trapper "Black River Killer" Sub Pop Records

**12. The Review** Minneapolis, MN Reaches over 1.2 million potential viewers throughout the Minneapolis/St. Paul metropolitan area. This 30 minute program airs Mondays at 9:30 p.m., Tuesdays at 3:30 a.m. and 9:30 a.m. The show is seen on Channel 19 on the NWCT and MTN Cable Networks. The Review also airs once a month on the Regional Metro Cable Network. This show features videos, reviews, concert information, and interviews. They also have a retail tie-in with Treehouse Records, a local retailer who has supported the program for over 5 years. Week ending 8/15.

Sent: Sun, Aug 23, 2009 12:24 pm

Subject: the review playlist

2) **LOOMIS & THE LUST** "BRIGHT RED CHORDS" **KINGS OF SPAIN**  
NEIL NATHAN "DO YA" LIONSGATE  
THE CRYSTAL METHOD f. MATISYAHU "DROWN IN THE KNOW" TINY e/

**13. The Coffee Shop Network (RETAIL POOL)** Los Angeles CA This video content provider services hundreds of mom and pop coffee shops throughout the United States with high quality, music video content on large size flat screen TVs. Added for programming in August.

Sent: Mon, Aug 24, 2009 6:14 pm

Subject: Re: Recent video programming

UPCOMING TO ROTATION:

Like A Storm "Chemical Infatuation"

Della Valle "Legs So Long It's Crazy"

**Loomis & The Lust "Bright Red Chords"**

Blitzen Trapper "Black River Killer"

LIVAN "Happy Returns"  
The Leftovers "Telephone Operator"  
We Were Promised Jetpacks "Roll Up Your Sleeves"  
The Orchid Highway "Sofa Surfer Girl"  
The Singles "Can You Go Out Tonight?"  
The Singles "Don't Need Your Love"  
Elisa Girlando "Another Songbird"

**14. Spike.com** Los Angeles, CA (Formerly iFilm.com) Added to their Internet directory of music videos. To see the video visit ifilm.com, search for and click to view the video. This website features all of the coolest new music videos, movie trailers, a short film channel, an adrenaline channel, video games, and more! iFilm garners on average 10 million unique visitors a month.

**15. A&R Channel** Los Angeles, CA A new video on demand outlet reaching 17 million homes on various On-Demand enabled cable networks. Added for the month of September.

**16. Music Mix USA** Naples, FL 5 million potential viewers on broadcast weekly. Aired in multiple broadcast markets including: Miami, Ft. Lauderdale, Key West, Gainesville, Panama City, Tallahassee, Sarasota, Ft. Myers, Naples, Valdosta, Dothan, and Ozark, as well as West Palm Beach on NBC! This show airs Saturday and Sunday, and has more than two different time slots. It airs for a half hour on broadcast. Starting in September 2007, Music Mix USA will be seen in Birmingham, St. Louis and DC! Week ending 7/25. Here is Jay's playlist:

Sent: Thu, Jul 30, 2009 5:00 pm  
Subject: Music Mix USA Play Lists - 7/20 & 7/27

Music Mix USA Play List for 07.20.09  
Natasha James - "Tequila Time"  
Clay Dustin - "The Good Lord Loves You"  
Hill Country Revue - "You Can Make It"  
Clutch - "50,000 Unstoppable Watts"  
Andre Carr f/Amos Williams Jr. - "Huff N Puff"  
**Loomis & the Lust - "Bright Red Chords"**  
Artist Vs Poet - "Runaway"

**17. Eye Music Network** Atlanta GA A 24/7 channel via satellite that reaches around 5.2 million households. Eye Music Network was created in response to a perceived need for a broad ranging, reliable, wide variety, and multi-genre video music channel to satisfy the unmet demand of the 18-50 year old audience. Eye Music Network can be seen on Satellite AMC-10, C-Band dish 4DTV on C4 channel 700, from coast to coast, as well as in Missouri through Trust Cable, and in St. John, St. Thomas, and St. Croix through Choice Cable Communication. From the golden oldies through the 70's, 80's and 90's along with the pulsating, compelling beats of today's rock, pop, alternative, rap, salsa, reggaeton and more! EMN™ has listened to the viewers and created a true music video entertainment channel. Added for July.

**18. California Music Channel** Oakland, CA CMC is one of the longest running and most successful local music video services in the country. California Music Channel, launched March 1, 1982, is broadcast live Monday through Friday from 4:00 to 5:00 p.m. and on Saturday night from 12:30 to 1:00 a.m. on KTSF-TV Channel 26 and Digital 26.1 & 26.2 San Francisco. This outlet has a viewership of 450,000 potential viewers throughout the Bay area. Added for August.

**19. Music Video 8** San Francisco CA 1 million potential viewers on cable in the San Francisco bay area. The show airs on Friday at 1:30am for one hour on cable. Week ending 8/22. Here is Alex's playlist:



82209

dinosaur jr over it jagaguwar  
**loomis and the lust bright red chords kings of spain**  
moby pale horses mute  
polly scattergood please don't touch mute  
tiny master of today pop chart mute  
mob shot ing the back of the head mute

**20. Video Jam** Worcester MA Video Jam is a multi-market program that has 2.5 million potential viewers in seven different states, including Massachusetts, Connecticut, New Hampshire, Georgia, Southern California, North Dakota, and Iowa. This show airs in various time slots around the clock for each market. Week ending 8/8. Video Jam airs in the following cities:

- In Massachusetts, Worcester, on Charter Communications WCCA TV Channel 13 to 57,000 households; Medfield, Hudson, Stowe, Ashburnham, Ashby, Westminster, and Townsend, on Comcast Cable channel 8 for 25,000 households; Amherst on Comcast channel 12 for 7,500 households; Spencer, on Charter Communications Channel 11 for 8,000 households
- In California, Berkeley on Comcast channel 25 digital cable for 20,000 households
- In New Hampshire, Londonderry on Adelphia Channel 20 for 8,000-100,000 households
- In Connecticut, New Haven, West Haven, Hamden, on Comcast Channel 27 digital cable for 182,000 households
- In Georgia, Atlanta on Channel 24 for 90,000 households
- In North Dakota, Fargo on channel 12 for 30,000 households. Airs Tuesdays and Saturdays at 10pm.
- In Iowa, Des Moines at Drake University on Channel 7 for 3,000 students. Airs Saturday at 7:30pm.

Sent: Wed, Aug 5, 2009 2:29 pm  
Subject: VIDEO JAM PLAYLIST 560 FOR AUGU 7, 2009

\*VideoJam Playlist # 560 \*  
Premieres Friday, \*August 7, 2009 \*  
(Airs first: Fridays at 9pm, Saturdays at 7pm, Sundays at 12 midnite)

We Were Promised Jet Packs /Roll Up Your Sleeves/ FatCat  
Elisa Girlando/Another Songbird/ Hit Play  
The Leftovers/Telephone Operator /Crappy Records  
**Loomis and the Lust/Bright Red Chords/Kings of Spain**  
The Singles/Can You Go Out Tonight and Don't Need Your Love/Sound Artifacts  
Scripts and Screwz/Brick/The V.E. Co.  
American Idol Contestant Ayla Brown LIVE performance at Elm Park in Worcester

**21. VME Media** Las Vegas, NV Retail Pool which provides content to major electronic stores, restaurants, hotels, nightclubs and other retail outlets in California and Nevada. Included on the Pulse TV Network. This network has 24 hours of commercial free music seen by over 5 million viewers every month.

**22. VidDream** Wilmington, DE VidDream has increased its reach dramatically and has 2.3 million potential viewers. VidDream is now seen in Delaware, Baltimore and Philadelphia on Channel 28. VidDream is also seen in Bucks County, PA and select markets throughout New Jersey on Comcast Cable on varying channels. The show airs on Friday nights at 9:30pm for one hour, and is also available on DBS Satellite, available on DIRECTV and Dish Network. VidDream is now also seen in San Francisco on a weekly basis on Channel 29. This adds another 1.7 million viewers to VidDream's already large viewer base. Week ending 8/8.

**23. SacXtra** Sacramento CA Airs on Comcast cable and has over 700,000 potential viewers throughout Sacramento and the Bay Area. Airs the first Saturday of each month at midnight on channel 18. Added for the month of August.  
Here is Phillip's e-mail:

Sent: Thu, Jul 30, 2009 4:47 pm  
Subject: Sacxtra! TV - Showlist for August 2009

Sacxtra! TV  
Episode: Fascist Propaganda  
Les Claypool - Red State Girl  
Les Claypool - Bonesville Stomp  
Evergreen Terrace - Cheney Can't Quite  
Riff Like the Helmet's Page Hamilton  
Tinu - Wild Things  
Unit 7 - Pussycat Rag  
Leatherwolf - Dr. Wicked  
Icon the Group - Sexy And Hood  
Between The Trees - We Can Try  
Ex Deo - Romulus  
**Loomis & The Lust - Bright Red Chords**  
Like A Storm - Chemical Infatuation  
Livian - Happy Returns  
Sonic Syndicate - Contradiction  
Swashbuckle - Cruiseship Terror

**24. Class A TV** Jamaica NY 650,000 households. Class A TV is a one hour weekly music video show featuring Hip Hop, R&B, Reggae, and Alternative artists. The show airs throughout CT (Bridgeport, Fairfield, Milford, Orange, Stratford, and Woodbridge) on Cablevision, Channel 77 every Thursday at 10pm. Class A TV can now also be seen in Queens on TimeWarner Channel 56 on Saturdays and Wednesdays from 11pm-midnight. Week ending 7/25.

Sent: Wed, Aug 5, 2009 12:13 pm  
Subject: Class-A-Tv Playlist Weeks Ending July 4 - Aug 1

Week Ending July 25  
Myko Slim f. Yung Joc Give It to You  
Yung Ro Donk Dat Remix  
Jay Sean f. Lil Wayne Down  
Jah Cure f. Phyllisia Call On Me  
Candi Lynn Hey Gurl  
Edubb Whooty  
Frank Nitt f. DJ Quick, J. Black L.O.V.E  
The Singles Can You Go Out Tonight  
The Singles Don't Need Your Love  
**Loomis & The Lust Bright Red Chords**  
Tinu Wild Things

**25. Evison/ Billboard DJ** Studio City, CA Billboard DJ/E Vision supplies content for the following Southern California area nightclubs: Encounters, Pasadena, and House of Blues on Sunset. Additional content is supplied to Princess Cruises as well as Wet Seal and Arden B retail outlets. Added for August.

Sent: Thu, Aug 6, 2009 12:11 am  
Subject: July 2009 Top Video CLIPS



ARTIST TITLE RECORD LABEL SPINS / RATING DATE REVIEWED

The Singles Can You Go Out Tonight? Sound Artifacts Music 5 08/02/09

Metric Help I'm Alive Metric Music International 4 08/02/09

The Orchid Highway Sofa Suffer Girl Rainbow Quartz 4 08/02/09

Metric Sick Muse Metric Music International 3 08/02/09

The Singles Don't Need Your Love Sound Artifacts Music 3 08/02/09

The Leftovers Telephone Operator Crappy Records/Oglio Records 3 08/02/09

Loomis & The Lust Bright Red Chords Kings Of Spain Records 3 08/02/09

Neil Nathan Do Ya Lionsgate Records 3 08/03/09

Livan Happy Returns Pumpkin Music 2 08/02/09

Like A Storm Chemical Infatuation Prospect Park 2 08/02/09

Holly Williams Three Days In Bed Mercury Records 2 08/02/09

Holly Williams Keep The Change Mercury Records 2 08/02/09

Black Joe Lewis & The Honeybears Sugarfoot Lost Highway Records 2 08/02/09

Blitzen Trapper Black River Pop Records 2 08/02/09

Andre Delano The Da Da Song Nu Groove Records 2 08/02/09

Eliisa Girlando Another Songbird HitPlay Records / Sony Red Distribution 1 08/02/09

We Were Promised Jetpacks Roll Up Your Sleeves FatCat Records 1 08/02/09

Holly Williams Alone Mercury Records 1 08/02/09

Black Joe Lewis & The Honeybears I'm Broke Lost Highway Records 1 08/02/09

Candi Lynn Hey Gurl ILL Miss Music 1 08/02/09

**26. MTV Latin America** Miami FL 35 million potential viewers in the US and 21 different Central and South American countries. Aired 24/7 on cable. Added for the month of August.

**27. JBTV** Chicago IL JBTV has 5 million potential viewers on broadcast TV all over the Chicago area. Weeka ending 7/12 and 8/1. This is the most influential add in the Midwest and a tremendous boost for the campaign that JBTV has added the video. JBTV is a one hour show that airs on broadcast Channel WEDE Ch34 (from Sears Tower) every Wednesday night at 11pm, as well as Thursday nights at 8pm on Cable 25, Sunday nights at 12 midnight, Monday nights at 11:30pm and Wednesday nights at 9PM. JBTV also broadcasts on full power UHF WJVS Channel 62. In addition to all of JBTV's regular time slots, episodes of the show air in open time slots on WJVS from midnight to 4am 7 days a week. This is a very big add and JBTV has a large viewership in Chicago and the surrounding communities.

THE MAIN DRAG "A Jagged Gorgeous Winter"

METRIC "SICK MUSE"

METRIC "HELP I'M ALIVE"

ESSER "I LOVE YOU"

ESSER "SATIFIED"

RIVERBOAT GAMBLERS "A CHOPPY, YET SINCERE"

ESSER "Headlock"

ESSER "WORK IT OUT"

CAVASHAWN "KEEP THE LIGHT ON"

ENDLESS HALLWAY "SOLVENCY"

THE SINGLES "DON'T NEED YOUR LOVE"

RUTH "Back To the Five"

BLACK JOE LEWIS & THE HONEYBEARS "Sugarfoot"

LOOMIS & THE LUST "Bright Red Chords"

Sent: Sat, Jul 11, 2009 10:56 pm  
Subject: JBTV Show # 3,592 Playlist

THE LEFTOVERS "Telephone Operator"

RIVERBOAT GAMBLERS "A Choppy, Yet Sincere"

EVERLAST "Folsom Prison Blues"

BIG "B" "Sinner"  
HED PE "Renegade"  
KOTTONMOUTH KINGS "Where I'm Going"  
UNWRITTEN LAW "Shoulda Known Better"  
KOTTONMOUTH KINGS f/Cypress Hill "Put It Down"  
**LOOMIS & THE LUST "Bright Red Chords"**  
POP EVIL "3 Seconds to Freedom" JBTv Live HD Soundstage EXCLUSIVE  
KOTTONMOUTH KINGS "City to City"  
KOTTONMOUTH KINGS "Living Proof"  
BIG "B" "White Trash Life"  
PLUSHGUN "Let Me Kiss You Now (And I'll fade Away)"  
KOTTONMOUTH KINGS "Everybody Move"

**28. Alternative Currents** Omaha, NE 575,000 potential viewers. This is a 30 minute music television program based out of Omaha, Nebraska. The program airs every Thursday at 9:30pm on Cox Digital Channel 109. The video show has no limits to the types of music it airs. Added for July and August.

Sent: Fri, Jul 24, 2009 1:05 pm  
Subject: ALTERNATIVE CURRENTS PLAYLIST FOR 7/23, 7/25, 7/30, 8/1

Hello Andy. THANK YOU SO MUCH FOR AUTOGRAPHED CD'S! Thank you for taking the time and thinking about us here in Omaha! DUDE! Here is ALTERNATIVE CURRENTS playlists for 7/23, 7/25, 7/30 & 8/1:

[add] LIKE A STORM "Chemical Infatuation"  
[add] BLITZEN TRAPPER "Black River Killer"  
[add] WE WERE PROMISED JETPACKS "Roll Up Your Sleeves"  
[add] **LOOMIS & THE LUST "Bright Red Chords"**  
[add] HOLLY WILLIAMS "Keep The Change"

**29. In Store Sports Network/MediaPlace (RETAIL POOL)** Added to their August Harley Davidson September Foot Locker reel. Outlets serviced include Foot Locker (1500 locations), Champs Sports (550 locations), Footaction (375 locations) and Harley-Davidson (300 dealerships).

**30. allmusic** (Internet) Ann Arbor, MI The allmusic website was created in 1995 as a place for music fans to indulge their passion. By word-of-mouth alone, the allmusic website has gained phenomenal popularity, developing a large and loyal following among consumers and industry professionals alike. The video has been added to allmusic's internet directory of music videos powered by SingingFool.com. To view Loomis & The Lust's clip, visit [www.allmusic.com](http://www.allmusic.com) and click on the Music Videos link on the Site Menu and search "Bright Red Chords".

**31. Channel M** Los Angeles CA (RETAIL POOL) In operation since 1989, Channel M represents the new non-traditional media, this is a huge add because Channel M is now the world's largest supplier of in-store video entertainment programming. Channel M's reels are seen in over 20,000 locations nationwide in a web that encompasses fashion retail, entertainment software, electronics retailers and hospitality/restaurants. Some of the outlets that are serviced by this retail pool include Nordstrom, Blockbuster Video, Steve Madden, Journeys, Ecko, EB Games, Hastings, Fox & Hound, Game Crazy, and other teen hangouts that cater directing the 12-17 demographic. The reel plays multiple times per day, seven days a week. Added for the month of September.

Channel M  
Adam 8\*1\*2 "Mystery Girl" September Bounce  
Adam 8\*1\*2 "Poison" September Bounce



Israel Houghton "Just Wanna Say" September Bounce  
Black Joe Lewis & The Honeybears "Sugarfoot" Street Sounds  
The Orchid Highway "Sofa Surfer Girl" September Pop Scene  
The Leftovers "Telephone Operator" September Pop Scene  
**Loomis & The Lust "Bright Red Chords" September Pop Scene**  
Blitzen Trapper "Black River Killer" September Mix, Heartland

**32. Music City Arts Nashville** Nashville, TN Channel 9 on Comcast cable. MCAtv can be seen widely throughout Davidson County and is available in 65% of the homes throughout Nashville and the surrounding metropolitan area. In rotation throughout July.

**33. SingingFool.com** Haddon Heights, NJ (Internet) Added to their Internet directory of free music videos. This site features pop, rock, hip-hop, dance, country, and Latin music videos. This site features major label as well as independent artists. In December 2006, Singingfool reached over 1.5 million US unique visitors who played over 6.4 million music videos. This site is in the Top 5 streaming video sites, and currently powers music videos on other sites such as Allmusic.com, Starpulse.com, Entercom Communications (owner of over 100 radio stations), and others. To see the video visit [www.SingingFool.com](http://www.SingingFool.com), search for Loomis & The Lust and click "Bright Red Chords" to view the video.

**34. Billboard.com** New York NY Through our relationship with SingingFool.com, the video is available at Billboard.com. This exposure leads to tens of thousands of impressions!

**35. 9:30 Club (NIGHTCLUB)** Washington DC Dave Rubin has been "spinning" the video and the clip is in regular rotation. Weeks ending 7/18, 7/25, 8/1, 8/8, 8/15, 8/22, 8/29, 9/5, 9/12, 9/19, and 9/26.

**36. ScreenPlay** Seattle WA (RETAIL POOL) Screenplay services music video reels which go to over 25,000 prominent retailers, nightclubs and restaurants in the U.S. and Canada, including Macys, Ikea, Rentway and Goltshalcks. This in-store airplay and nightlife exposure leads over 300 million impressions a month! Added to the September reel.

Sent: Fri, Aug 28, 2009 7:36 pm  
Subject: Re: Hi Dorian!

Hey Andy, here's what we have for these:

**Loomis & The Lust "Bright Red Chords" - Nightlife November**

**37. Power Play Music TV** Newark NJ Power Play has 17.8 million potential viewers on broadcast and cable TV in over 40 states. Weeks ending 7/18, 7/25, 8/1, 8/8, 8/15, 8/22, 8/29, 9/5, 9/12, 9/19, and 9/26. This is the most influential multi-regional program in the country. Airs in multiple time day and night parts on 37 different broadcast systems and cable carriers throughout the US, including Comcast, Cablevision and UATV, which services military bases all across the country.

Kristin – This promotion has been a blast to be a part of and we can't thank you enough for all of your cooperation. The Loomis & The Lust music video has become a force to be reckoned with in the music video landscape. The amount of exposure both the band and the clip has enjoyed in the past couple of months has been quite the feat, and definitely much deserved. In the event that the "Bright Red Chords" video secures more new or sustained airplay in the weeks ahead, we'll be sure to send over an extra airplay report to you. We look forward to what's in store for Loomis & The Lust in the future and wish everyone the best of luck moving forward. Please, if you have any questions or concerns about this report or the campaign in general, don't hesitate to get in touch.

All the best,

Andy  
HIP Video Promo  
(732)-613-1779  
[www.HIPVideoPromo.com](http://www.HIPVideoPromo.com)



OUTLET	LOCATION	FORMAT	TYPE	DESCRIPTION	REPORT
<b>Loomis &amp; The Lust</b>					
<b>"Bright Red Chords"</b>					
<b>October 2 2009</b>					
<b>New Adds:</b>					
The Otherside	Chicago, IL	Rock	Regional	Sister show to Rock Hard Video, and features more indie rock artists	Weeks ending 8/31 and 9/5
Video Vision	San Francisco, CA	All	Regional	1.7 million potential viewers on cable and broadcast	Week ending 9/5
Roxwel	Austin, TX	Rock	Internet	This site features Rock, Indie and Metal videos as well as video blogs and artist interviews	Added to internet database
R n R TV	Baltimore, MD	All	Regional	500,000 potential viewers on cable	Week ending 9/5
e360live.com		All	Internet	Rock, Pop, R&B, Country, Hip Hop, and Dance videos available for streaming on their main page	Added to internet database
Videology	Columbia, MO	Rock	Regional	25,000 potential viewers, including University of Missouri	Added for the month of October
XYZMP3.com	San Antonio, TX	All	Internet	Video distribution direct to cell phone via streaming media.	Added to internet database
<b>Existing Adds:</b>					
Fuse On Demand	New York, NY	All	Multi-Market	Viewers can choose videos based on their own preferences	Available for viewing for the month of September
Xavier University's Brand X	Cincinnati, OH	All	Regional	With a local potential viewership of over 2 million	Added for September and October
The Bobby T Show	Birmingham, AL	Pop	Multi-market	Weekly show with 6 million potential viewers in major markets like NY, LA and Atlanta	
Indy's Music Channel	Indianapolis, IN	All	Regional	24/7 broadcasting, very influential throughout Indiana	Week ending 8/8
The Review	Minneapolis, MN	All	Regional	Over 1.2 million potential viewers in the Minneapolis/St. Paul metropolitan area	Week ending 8/15
The Coffee Shop Network	Los Angeles, CA	All	Retail Pool	Serves hundreds of mom and pop coffee shops throughout the United States	Added for programming in August
Spike.com	Los Angeles, CA	All	Internet	Internet directory of music videos	Added to their Internet directory
A&R Channel	Ventura, CA	Rock	On Demand	Music videos voted to television, reaches 10 million subscribers	Added for the month of September
Music Mix USA	Naples, FL	All	Regional	5 million potential viewers on broadcast weekly	Week ending 7/25
Eye Music Network	Atlanta, GA	All	Multi-Market	A 24/7 channel via satellite that reaches around 5.2 million households	Added for July
California Music Channel	Oakland, CA	Rock/Indie	Regional	Popular San Francisco based local music channel (est. 1982)	Added for August
Music Video 8	San Francisco, CA	All	Regional	1 million potential viewers on cable	Week ending 8/22
Video Jam	Worcester, MA	Rock	Multi-Market	Over 2.5 million potential viewers in NJ, MA, GA, CT and CA	Week ending 8/8
VME Media	Las Vegas, NV	All	Retail Pool	Provides content to electronic stores, restaurants, hotels, nightclubs etc in CA and NV	Added to reel
VidDream	Wilmington, DE	All	Regional	2.3 million potential viewers in Delaware, Baltimore and Philadelphia	Week ending 8/8
SacXtra	Sacramento, CA	Rock	Regional	Over 700,000 potential viewers on Comcast cable	Added for August
Class A TV	Jamaica, NY	Alternative	Regional	Weekly music video show on cable	Week ending 7/25
Evison/ Billboard DJ	Studio City, CA	All	Retail Pool	Wet Seal, Arden B, Southern California area nightclubs	Added for August
MTV Latin America	Miami, FL	All	National	35 million potential viewers in US and 17 Latin American Countries	Added for August
JBTv	Chicago, IL	All	Regional	#1 Midwest outlet, 5 million potential viewers on broadcast	Week ending 7/12
Alternative Currents	Omaha, NE	All	Regional	575,000 potential viewers	Added for July and August
In Store Sports Network	Pittsburgh, PA	All	Retail Pool	2400 Footlocker, Champs and Footaction outlets serviced	Added for August
Allmusic.com	Ann Arbor, MI	All	Internet	Added to allmusic's internet directory of music videos powered by SingingFool.com	Added to internet database
Channel M	Los Angeles, CA	All	Retail Pool	350 video arcades, catering to the 12-17 demographic	Added to September
SingingFool.com	Haddon Heights, NJ	All	Internet	Added to internet database of music videos	Added to internet database
Billboard.com	New York, NY	All	Internet	Added to internet database of music videos	Added to internet database
9:30 Club	Washington, DC	Dance/Rock	Club	Music and nightlife venue showcases music videos on screens throughout the bar nightly	Weeks ending 7/18 and 7/25
ScreenPlay	Seattle, WA	All	Retail Pool	Serves over 25,000 retail outlets (macy's, ikea, rentway, etc.)	Added to nightlife reel
Power Play Music TV	Newark, NJ	All	Multi-Market	17.8 million potential viewers on broadcast and cable TV in over 40 states	Weeks ending 7/18 and 7/25

## EXHIBIT “33”

Printout from Website,  
[www.ripoffreport.com](http://www.ripoffreport.com)



http://www.ripoffreport.com/r/Larry-Weir-New-Music-Weekly-Backstage-Entertainment-Spins-Tracking-System/...

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Report: #340869

## Complaint Review: Larry Weir, New Music Weekly, Backstage Entertainment, Spins Tracking System

### Related Reports

Larry Weir, New Music Weekly, Backstage Entertainment, Spins Tracking System Radio Promotion ripp off Los Angeles California

Submitted: Mon, June 16, 2008 Updated: Thu, February 10, 2011  
Reported By: NY New York

Larry Weir, New Music Weekly, Backstage Entertainment, Spins Tracking System  
137 N Larchmont Blvd S-500 Los Angeles, CA 90004  
Nationwide U.S.A.

Phone: 323-658-744  
Web:  
Category: Modeling & Talent Agencies

### Featured Ripoff Reports



Ben Smith Sac County Iowa Attorney prosecutorial misconduct, improper relationship with star witnesses, allowing witnesses to knowingly lie, Tracy Richter Roberts falsely convicted, overwhelming evidence leads to estranged husband Michael Roberts, Rexxfield failed polygraph, witness intimidation, evidence tampering, Iowa Division of Criminal Investigation corruption.

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Larry Weir, New Music Weekly, Backstage Entertainment, Spins Tracking System  
Radio Promotion ripp off Los Angeles California

**\*Consumer Comment:** Musicians pointing fingers will never succeed

**\*Consumer Suggestion:** Conflict of Interest should set off alarms

**\*Consumer Suggestion:** Tell the whole story!

**\*REBUTTAL Owner of company:** For The Record

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REBUTTAL BOX™ | Respond to this Report!

Add Rebuttal to this Report

Arbitrate & Set Record Straight

File New Report

Repair Your Reputation

Spins Tracking System, National Radio Promotions, Larry Weir, New Music Weekly.

Author Consumer Employee/Owner

This is a bogus radio promotion scam that is very intricate and sophisticated.

Exhibit 33

K. Loomis

8/26/13

reporter: nikki roy

CSR No. 3052

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them it was \\$50 and it took 7 weeks  
to get paid. Previously I was  
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[Foster Auto Mall  
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[Ginger REVIEW: Commitment to  
customers 100% satisfaction  
guarantee for a full 5 months after  
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industry for they aren't even aware that R&R (when it was in business) used it's own tracking service Mediabase (which btw is not a publication as you mentioned)...and Billboard uses it's own tracking service BDS. In fact, both editors of New Music Weekly were even written about in Billboard magazine (in addition of other publications as leaders within the independent music scene. If, by the slimmest chance, you are an actual artist I can only recommend that you go to your local library and educate yourself on how to self-promote yourself and "who's who" of the music industry. Intellectuals would be blessed to be in business with such connect companies rather than looking at them as "conflict of interest". You may want to do some research on BMG and see how many major labels are owned by them, then you can talk about "conflict of interest".

Respond to this report! [File a Rebuttal](#)

## #2 Consumer Suggestion

### Conflict of Interest should set off alarms

AUTHOR: Trisha - (U.S.A.)

While New Music Weekly may be a semi-valid publication for indie artists anyone looking at using a promoter that is co-owner of the publication should see conflict of interest in their dreams.

Go with a promoter tha specializes in working music to one or two formats, not scores of formats.

Realize that with small indie publications you will play at tertiary market stations that have a population base of 500 people in the middle of nowhere land.

What you can do is use your experience and charting data to move up to larger publications and markets that are serviced by R&R, FMQB, MediaBase and other charts that have no conflict problems.

Larry Weir is a good guy and does the best that he can for his clients. Not everyone can be a star and sell thousands of records. It takes time and constant trying over and over. His conterpart that owns the other half of New Music Weekly is.....I won't comment anymore about that.

Good luck in the future.

Respond to this report! [File a Rebuttal](#)

## #3 Consumer Suggestion

### Tell the whole story!

AUTHOR: Randy - (U.S.A.)

I report three radio station playlists to New Music Weekly, for three of our music stations in our group. New Music Weekly is real. Songs from independent artists, in fact, do get played on stations throughout the country. Having met many of the program directors that also report, I can tell you that the magazine is far from bogus and spin counts on records do determine how "high" a particular song will chart.

The author that penned this "rip off report" apparently is of the belief that 600 spins of a particular song in less than half of the states in the country will make you an overnight superstar. New Music Weekly isn't out to make anybody a star...that is up to the promoter and the quality of the music of the artist.... but they are a tool that can and is used by many to boost their careers if new to the industry. I know. I've met many who would not be in the industry today if it weren't for people like Larry Weir and the magazine New Music Weekly.

Your name appearing in print with some of the biggest names in the industry does happen. That is because unlike other music trades that DO accept radio station playlists, New Music Weekly takes reports from radio stations all over the country, but most are in smaller and medium sized radio markets, which do not generate the same response on the internet such as artist hits on websites.

It's also immensely difficult to get music stores in smaller towns to carry brand new artists that may be playing on local radio. Most are Wal-Marts or similar chain stores that only stock the "major artists." Many radio stations such as ours get little request



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Months of private business...  
feature five or six artists that are million selling or platinum artists in the industry. It's not that the new talent isn't getting played, but that the more familiar talent is top of mind awareness to the listener.

feature five or six artists that are million selling or platinum artists in the industry. It's not that the new talent isn't getting played, but that the more familiar talent is top of mind awareness to the listener.

Using the word "bogus" insinuates that New Music Weekly is not a real publication. That is as close to libel as it gets. In signing up to post on this site, I've noticed some major corporations listed as "rip-off" companies in one way or the other. U-Haul. I've used them many times. Applebees. Eat there often. Several lending institutions which I've used and had no problem with came up before I got to this particular "rip-off" report. New Music Weekly does not "promote" artists. Larry does have Heartland Entertainment, which was in business LONG before the magazine even began. The author has intertwined the two and, is inaccurate in his description.

The magazine is published bi-weekly, and "real" data is used to determine charts each week. They even print out an "independent" chart in some music genres. Although the author of this ripoff claim mentions several other entities that tie in, but aren't owned by New Music Weekly, it could be that this artist is one of thousands out there trying to get noticed as a musical artist, got some initial response on a regional scale, but found that no matter how you cut the mustard, the best promoters in the business can't make everybody a household name.

There are THOUSANDS of independent labels out there today! I have known Larry since the 1980's, before New Music Weekly was established, and I can attest that he's not one of the sleazeballs in this industry that takes your money and runs. Those kind of people are out there, but Larry Weir isn't one of them.

Respond to this report! [File a Rebuttal](#)

#4 REBUTTAL Owner of company

For The Record

AUTHOR: Larry - (U.S.A.)

The first response to you is why you have not bothered to contact me personally if you have some type of complaint. I have received neither a letter nor a phone call from whoever you are. Instead, you choose to use this sight as a way to vent without even having any discussion. It's a one sided affair.

No one works harder for an artist or band than National Record Promotion. We start at 5:00 AM (PST) calling music and program directors, sending emails to stations, writing columns, pitches and blogs to try and get radio to pay attention to a new or already established recording artist. It's a very big job and many don't understand just how involved and hard this process is. Try it on your own for a week and you will see. This week alone we have the strongest New & Active debut on the AC charts at Radio and Records. In the last year and a half we've completed promotions for the likes to Mick Jagger, Willie Nelson, Heartland and numerous top independent artists, helping them get chart activity and national visibility. With our 40 years of being in the industry, the knowledge & experience behind the company puts us ahead of anyone out there today.

The only ones that benefit from your accusations and complaints are my competitors. Also for the record, I do not own or control Spins Tracking or Backstage Entertainment. Those are completely separate companies, so if you have some complaint or problem with them, I suggest that you contact them personally, unlike what you have chosen to do here.

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Special Features

## Doctored Reviews

What patients don't know  
Why Medical Justice's an

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help patients, doctors, and websites  
understand the problems created by  
Medical Justice, a corporate tactic to  
restrict online patient reviews, and to  
offer some ways that let patients  
freely talk about their healthcare  
experiences.



The government should serve  
voters, not corporate special  
interests. Public Citizen works to  
empower ordinary citizens, reduce  
the influence of big corporations on  
government, open the government  
to public scrutiny, and hold public  
officials accountable for their  
misdeeds.



WHAT YOU NEED TO KNOW  
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local phone book. Instead the BBB  
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operation. 2010 exposes the BBB,  
Harmon Tarr Group Gets A Rating  
BBB is running a "pay for play"  
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